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- Phoenix Children's and St. Mary's reach out to the Valley to combat child hunger

News Release

May 10, 2019

Phoenix Children's and St. Mary's reach out to the Valley to combat child hunger

PHOENIX (May 8, 2019) – In an effort to increase donations and make a bigger dent in childhood hunger, Phoenix Children's is inviting the community to participate in the seventh-annual employee cereal drive. The event, which yielded 1.3 million servings last year, reflects a partnership between Phoenix Children's and St. Mary's Food Bank to stock up on breakfast options for Arizona's at-risk children and families.

"We're so proud of our employees and leaders who champion this cause each year and go to great lengths to donate tons of cereal," said Todd Nickoles, Phoenix Children's Director for Trauma, Surgery and Phoenix Children's Hospital Center for Family Health and Safety. "The wellbeing of children is top of mind for our staff, and we are always looking for ways to positively impact kids' lives in Arizona. That's why I think it's the perfect time to call on the community to lend a hand and help us get past that 1.3 million serving mark."

Every year, schools provide more than 500,000 free or reduced-fee breakfasts and lunches to children in need. However, the beginning of summer signals the end of free and reduced-cost meal programs for vulnerable children, many of whom experience hunger. In Arizona, more than 1 in 5 Arizona children (25.3 percent) struggle with food insecurity. The cereal drive pits Phoenix Children's departments against each other in a friendly competition to collect the most cereal. Since the first event in 2013, Phoenix Children's has partnered with St. Mary's to donate record-breaking servings of cereal, year after year.

"It's an important job, and we really enjoy working with Phoenix Children's on this drive each year," said Jerry Brown, Director of Public Relations at St. Mary's Food Bank. "For so many kids, the summer isn't all fun. For a lot of these children, it is a really difficult time. No one should wake up and not know where their next meal

is coming from—especially a child.”

How to Donate: The hospital is accepting donations of whole grain cereal and peanut butter. Donations can be made on several dates between May 14 and May 22, 2019.

Make a financial donation online at smfba.convio.net/PCHFundDrive. If you have a large quantity of cereal or would like to schedule your delivery, please contact Jean Richardson at Gotcereal@phoenixchildrens.com. Phoenix Children’s is asking the public to deliver cereal donations as follows:

Tues, May 14: 10 a.m.-2 p.m.

Weds, May 15: 10 a.m.-2 p.m.

Thurs, May 16: 10 a.m.-2 p.m.

Fri, May 17: NO DROP OFF

Sat, May 18: NO DROP OFF

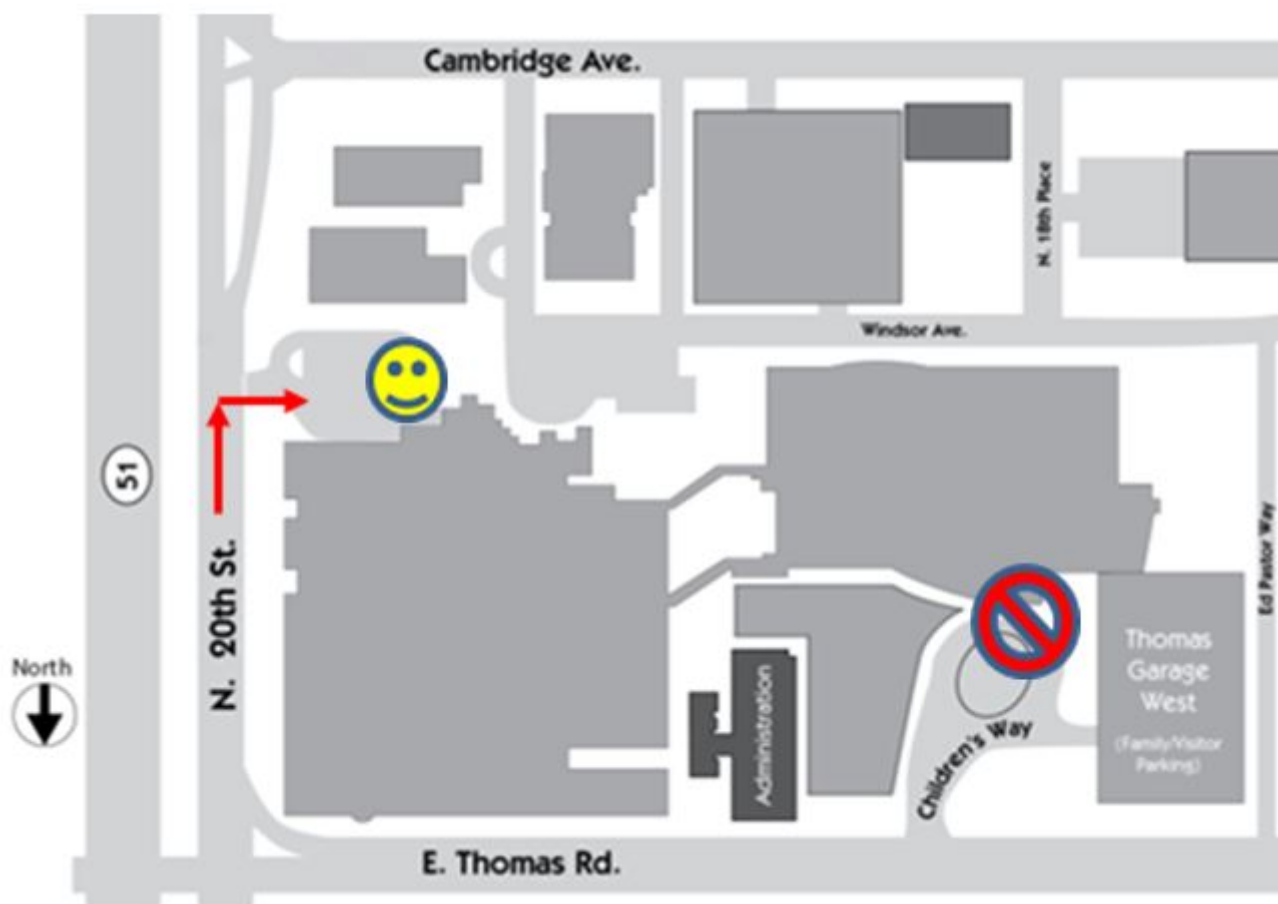
Sun, May 19: NO DROP OFF

Mon, May 20: NO DROP OFF

Tues, May 21: 10 a.m.-2 p.m.

Weds, May 22: 10 a.m.-2 p.m.

The donation site is on the east side of the hospital, on 20th St and Cambridge Ave, outside the old emergency department. Please reference map below, and follow the red arrows. Please DO NOT use the Thomas Road main entrance to the hospital to drop off cereal.



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